

13. Substance Abuse - PSA

Descriptions

:30

The National Citizens Commission on Alcoholism sponsors this campaign on the hazards of drinking and driving. During the period Oct 1 - Dec 31, 1990 this PSA ran daily at 7:57a, 9:48a, 1:55p, 6:57p, 7:55p, 9:48p, 11:57p.

:30

Delta Sigma Theta Sorority sponsors this campaign with Natalie Cole as spokesperson. She tells her personal story of how drugs almost destroyed her life, and strongly urges people to get help. During the period of Oct 1 - Dec 31, 1990 this PSA ran daily at 2:57a, 4:57a, 5:55a, 10:57a, 12:57p, 6:55p, 7:57p.

:30

The National Council on Alcoholism campaign urges parents to get help for their children on drugs. During the period of Oct 1 - Dec 31, 1990 this PSA ran at 1:55a, 3:57a, 4:48a, 10:55a, 12:57p, 5:55p, 7:55p.

pg 55

14. Crime - In Your Interest  
Duration/Dates/Times

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
Part 4 4:30

November 23, 4:17p, 5:17p,  
6:17p, 7:17p  
November 25, 2:17p, 3:17p,  
4:17p, 5:17p  
November 27, 4:17a, 5:17a,  
6:17a, 7:17a  
November 28, 6:17p, 7:17p,  
8:17p, 9:17p  
November 29, 12:17p, 1:17p,  
2:17p, 3:17p  
December 1, 4:17p, 5:17p,  
6:17p, 7:17p  
December 2, 8:17p, 9:17p,  
10:17p, 11:17p

Descriptions

In this four part series, there was an different type of discussion with police Captain Charles Alphin. The discussion partly focused on the crimes committed in the St. Louis community. Traditional and new type of crimes and causes and prospective solutions. Captain Alphin also discussed the story of being selected as a noted community servant helping youth to better themselves. He also has had a television movie script written about his life.

pg 56

15. Safety - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30

Part 2 4:30

December 8, 10:17a, 11:17a  
December 9, 4:17p, 5:17p  
December 11, 4:17p, 5:17p  
December 12, 12:17p, 1:17p  
December 13, 3:17p, 4:17p  
December 15, 9:17a, 10:17a

In this two part series, the program focused on home safety and consumer safety in general. Officer Larry King of the St. Louis Police Department was the featured guest. Officer King began by talking about protecting our homes when shopping, when we leave town, car protection, using 24 hours bank machines, along with when shopping at a mall and fraud, in St. Louis communities.

pg 57

15. Safety - PSA

Descriptions

:30

This UNITED STATES Forest Service campaign reminds public park users to extinguish camp fires totally to prevent forest fire. This PSA ran Oct 1 - Dec 31, 1990 at 8:55a, 10:57a, 12:55p, 1:57p, 3:48p, 5:48p, 6:55p.

:30

The Department of Transportation uses the "crash dummies" to demonstrate seat belt safety. This PSA ran Oct 1 - Dec 31, 1990 at 8:55a, 10:57a, 12:55p, 1:57p, 3:48p, 5:48p, 6:55p.

:60

This campaign sponsored by the U.S. Coast Guard emphasizes boat safety on large and small craft. This PSA ran during Oct 1 - Dec 31, 1990 at 12:55a, 4:57a, 6:48a, 9:55a, 11:48a, 6:55p, 8:57p.

pg 58

16. Racial Polarization - IN Your Interest  
Duration/Dates/Times                      Descriptions

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
Part 4 4:30  
Part 5 4:30

November 8, 9:17a, 10:17a,  
11:17a, 12:17a, 1:17a  
November 9, 8:17a, 9:17a,  
10:17a, 11:17a, 12:17p  
November 10, 1:17p, 2:17p,  
3:17p, 4:17p, 5:17p  
November 11, 12:17a, 1:17a,  
2:17a, 3:17a, 4:17a

The issue addressed in this program was that of racial polarization and its impact on education, employment, housing and other facts of our lives in metropolitan St. Louis and metro east in Illinois. The discussion opened by talking about the historical implications of racism in St. Louis. The Executive Director of Confluence and a task force member of a study on racial polarization were the featured guests. The guests shared their finding of why and how race preference is affecting our fundamental daily living. Confluence has a plan to hopefully make changes in order to erode the problem of racial polarization in St. Louis. Sheila Mosely, Executive Director and Kenneth Price, Task Force Members were the featured guests on this five part series.

pg 59

17. Quality of Life - In Your Interest

Duration/Dates/Times

Descriptions

Part 1 4:30

Part 2 4:30

December 17, 2:17p, 3:17p  
December 18, 3:17p, 4:17p  
December 19, 5:17p, 6:17p  
December 21, 9:17a, 10:17a

In this two part series the discussion covered the history of the Jewish Holiday known as Hanukkah. Hanukkah is one of several unique celebrations in St. Louis communities. Rabbi Lucy Dinah, shared information on the purpose, symbols associated with Hanukkah and the way it is celebrated.

Part 1 4:30

Part 2 4:30

Part 3 4:30

October 15, 6:22a, 7:21a, 8:21a  
October 16, 6:21a, 7:21a, 8:21a  
October 18, 10:22a, 11:21a, 12:22p  
October 20, 4:17a, 5:20a, 6:20a

In a three part series, the issue addressed in this program, was the role of the Missouri Association for Social Welfare's role in assisting to improving the quality of life for residents of Missouri. Betty Maruer, Director of Eastern Missouri was the featured guest. Selection of membership, and benefits of membership was one focus. The program's discussion also examined the kinds of issues it addressed traditionally and will in the 1990's. There was also discussion regarding MASW's annual conference and its purpose.

pg 60

17. Quality of Life - In Your Interest  
Duration/Dates/Times                      Descriptions

Part 1 4:30

December 3, 8:17p	In this one part segment, the
December 4, 6:17p	purpose and history of the
December 5, 1:17p	Salvation Army's tree of
December 6, 5:17p	lights was the focus of
December 8, 11:17p	discussion. Lieutenant
December 9, 10:17a	Colonel Dennis Phillips
December 10, 7:17a	provided information about its
December 12, 6:17a	meaning, how the tree fit into
	the mission of the Salvation
	Army, as well as how the
	general public can make
	donations.

pg 61

17. Quality of Life - In Your  
Interest cont.

Duration/Dates/Times

Carols of Christmas  
28:27  
December 23, 1990  
9:00am

The famed Mormon Tabernacle Choir is accompanied by the delightful sounds of the Mormon Youth Symphony Percussion and Brass Ensemble for a festive half hour performance of Christmas favorites. Set against a beautiful poinsettia backdrop in the historic Salt Lake City Tabernacle, this musical Christmas special is sure to get everyone in a joyful holiday mood.

The Other Wise Man  
29:27  
December 9, 1990  
9:00am

This detailed half hour special captures the essence of Van Dykes's classic story of Artaban, the other wise man, whose difficult journey to Bethlehem to see the newborn king takes him far from his planned destination, but much closer to the Savior than ever expected. The Other Wise Man is a message of peace and good will towards all. This program was sponsored by the Church of Jesus Christ of Latter Day Saints.

Nora's Christmas Gift  
59:54  
December 16, 1990  
8:30am

Nora Richards must learn that for some, it's more difficult to receive than give. When blindness robs Nora of her ability to help others; she wants to give up. Through a humorous and often-touching trip down memory lane, her best friend, helps Nora find the truth about herself and about the true meaning of Christmas.



pg 62

17. Quality of Life - In Your  
Interest cont.

Duration/Dates/Times

Christmas Experience  
In Bethlehem  
27:38  
December 24, 1990  
4:30pm

Bethlehem is a sacred site for many religions and sects. Viewers travel to the Holy Land as religious leaders and believers celebrate this joyous season.

A Gift For All Seasons  
28:26  
December 24, 1990  
4:00pm

Set during the Christmas season, this is a story of an elderly toy store owner isolated from social contact and lacking in Christmas spirit. Tragedy strikes his business, and he turns to The Salvation Army for love and understanding. He gains new meaning to his life, and realizes The Salvation Army is there to help all year through. This program was provided by The Salvation Army.

It Began At A Party  
28:54  
December 23, 1990  
8:30am

A heart rending story of a dejected teenager whose discovery of the true meaning of Christmas gives life changing hope.

pg 63

18. Government - PSA

Descriptions

:30

The Department of Interior sponsors "The War Against Drugs on Federal Lands" campaign that explains law enforcement agents are authorized to prevent drug use on public lands. During the period Oct. 1 - Dec. 31, 1990, this psa ran daily at 2:57a, 5:55a, 8:48a, 11:55a, 1:57p, 8:57p, 10:57p.

:60

The United States Air Force sponsors this campaign designed to show how it protects U.S. citizens during war and peace times. During the period Oct. 1 - Dec. 31, 1990 this psa ran daily at 9:48a, 11:55a, 12:57p, 2:48p, 5:55p, 7:48p, 9:48p.

:30

The United States Marine Corp sponsors the campaign describing the similarities between a good sword and the qualifications for a "few good men". During the period Oct. 1 - Dec. 31, 1990 this psa ran daily at 12:55a, 2:56a, 4:57a, 6:55a, 8:55a, 10:57a, 12:57p, 2:56p, 4:57p, 6:55p, 8:55p, 10:57p.

pg 64

10 Veterans Affairs - PSA

Resolutions

pg 65

18. Volunteerism - PSA

Descriptions

:60

The United Way campaign demonstrates how five minutes of time volunteered can produce positive community results by helping at homeless shelters, crisis centers, hot lines, soup kitchens etc. During the period Oct 1 - Dec 31, 1990, this psa ran daily at 3:57a, 6:55a, 7:48a, 1:57p, 5:55p, 9:57p, 11:48p.

:30

The American Red Cross sponsors this campaign with the help of different rock stars urging everyone to volunteer time to help those less fortunate. During the period Oct 1 - Dec 31, 1990, this psa ran daily at 7:57a, 9:48a, 11:55a, 2:57p, 4:57p, 8:48p, 10:48p.

pg 66

21. Finance - PSA

:60

Descriptions

The U.S. Savings Bonds campaign features ordinary citizens that have invested in bonds as part of their savings strategy.

During the period, Oct 1 - Dec 31, 1990, this psa ran daily at 12:57p, 2:55p, 4:55p, 5:57p, 7:55p, 8:48p, 10:55p.

pg 67

22. Employment - PSA

Descriptions

:60

The Ad Council sponsors the "Biggest Challenge" campaign soliciting employer support for employees in the armed forces reserves. During the period, Oct 1 - Dec. 31, 1990, this psa ran daily at 7:57a, 8:57a, 1:55p, 5:55p, 6:48p, 8:55p, 9:48p.

**ISSUES - PROGRAM QUARTERLY REPORT**  
**WHSL - TV 46**  
**EAST ST. LOUIS, ILLINOIS**  
**APRIL 10, 1991**

The issues of concern significantly treated during the period January 1, 1991 through March 31, 1991 were:

- |                   |                          |
|-------------------|--------------------------|
| 1. Education      | 11. Business             |
| 2. Youth Concerns | 12. Economic Development |
| 3. Health         | 13. Consumerism          |
| 4. Culture        | 14. Substance Abuse      |
| 5. Community      | 15. Women                |
| 6. Government     | 16. Safety               |
| 7. Handicapped    | 17. Veterans Affairs     |
| 8. Family         | 18. Volunteerism         |
| 9. Environment    | 19. Finance              |
| 10. Employment    |                          |

"In Your Interest" is the umbrella title given to the daily news and public affairs programming designed to identify, explore and provide solution and/or alternatives to significant issues of concern in the WHSL-TV 46 viewing area via interviews with lay and expert guests.

pg 2

Education - In Your Interest

Duration/Dates/Times

Part 1 4:30

Part 2 4:30

Part 3 4:30

Part 4 4:30

February 17, 10:19pm, 11:19pm

February 19, 1:19pm, 2:19pm, 3:19pm,  
4:19pm

February 20, 7:19am, 8:19am, 10:19am

February 21, 8:19pm, 9:19pm, 10:19pm,  
11:19pm

February 23, 9:19am, 10:19am, 11:19am,  
12:19pm

February 24, 2:19am, 3:19am, 4:19am,  
5:19am

February 25, 11:19am, 12:19pm, 1:19pm,  
2:19pm

February 26, 10:19am, 11:19am, 12:19pm,  
1:19pm

February 28, 1:19am, 2:19am, 3:19am,  
4:19am

March 2, 3:19am, 4:19am, 5:19am,  
6:19am

March 4, 12:19am, 1:19am, 2:19am,  
3:19am

March 7, 3:19am, 4:19am, 6:19am

March 9,, 3:19am, 4:19am, 5:19am,  
6:19am

Descriptions

In this four part series, Robert K. Goodwin, executive director of the White House Inetrative on Historically Black Colleges discusses role these schools have had in educating our current black leadership. He also discussed the need for more funding, highs recruitment, the changing role of black colleges in education and education and its relationship to the black family.



pg 3

Education - In Your Interest  
Duration/Dates/Times

Part 1 4:30  
Part 2 4:30  
February 9, 3:19pm, 4:19pm  
February 11, 1:19pm, 2:19pm  
February 12, 5:19pm  
February 16, 9:19am, 10:19am  
February 17, 5:19pm, 6:19pm  
February 21, 6:19pm, 7:19pm  
February 24, 5:19pm  
February 26, 3:19am, 4:19am  
February 27, 1:19am, 2:19am  
March 4, 10:19pm, 11:19pm  
March 5, 6:19am, 7:19am  
March 6, 2:19am, 3:19am  
March 10, 10:19pm, 11:19pm  
March 15, 7:19am  
March 16, 6:19am, 7:19am

Descriptions

Eugene Arnold, McDonald  
Douglas Engineer and Tellia  
Thompson, Emerson Electric  
employee Communication  
assistant appeared in this two  
part series focusing on Junior  
Achievement's Project  
Business. Arnold and Thompson  
are coordinating advisors with  
the program. In this two part  
segment they explained how the  
private - public cooperative  
between business and schools  
are necessary to ensure a well  
educated work force for St.  
Louis in particular and the  
country as a whole. Project  
Business advisor go into  
classrooms to teach economics,  
business administration, and  
marketing to eighth grade  
students.

pg 4

Education - In Your Interest  
Duration/Dates/Times

Part 1 4:30  
Part 2 4:30  
March 21, 3:19pm, 4:19pm  
March 30, 11:19am, 12:19pm,  
1:19pm, 2:19pm, 3:19pm

Descriptions

In this two part series,, Ken Rowey, President St. Louis chapter of National Black MBA and Nicole Chestang, chairperson student affairs committee, also of National Black MBA discussed the opportunities for minorities in business fields. They also discussed the partnerships between St. Louis business community and universities throughout the bi-state area as well as the mentorship availabilities to those facing the "glass ceiling". This organization's members perform community service work to reach out to youth to provide role models and leadership skills training.

pg 5

Education - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30

Part 2 4:30

February 28, 11:19am, 12:19pm

March 1, 7:19pm, 8:19pm

March 2, 4:19pm, 5:19pm

March 3, 12:19pm, 1:19pm

March 4, 11:19am, 12:19pm

Barbara Fulton, principal of Chesterfield Day School discusses the educational choices available in St. Louis. In this two part series Fulton discusses the differences in public, private and parochial curriculums. She also discusses some of the misperceptions surrounding private education and emphasized the need for qualified teachers and teaching employment opportunities.

pg 6

Education - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30

March 23, 10:19am

March 24, 8:19pm

March 25, 10:19am

March 26, 8:19pm

March 27, 10:19pm

March 28, 8:19pm

March 29, 10:19am

March 30, 8:19pm

March 31, 10:19am

In this segment, Gloria Webb - Adeyemi, Associate Dean of Science, Technology and Engineering, St. Louis Community College Florissant Valley talks about Project Chart; an initiative she developed to provide guidance for 8th and 9th graders to steer them towards careers in science and technology. She also discusses the need for american students to have a higher knowledge of math and science in order to compete in the global market place. In addition, this program also helps educate parents regarding the need of minority children having the right start to compete academically in the technological fields.

pg 7

Education - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30  
Part 2 4:30  
February 9,, 10:19am, 11:19am,  
12:19pm  
February 10, 1:19pm, 2:19pm,  
3:19pm  
February 12, 11:19am, 12:19pm,  
1:19pm  
February 13, 3:19pm, 4:19pm  
February 14, 9:19pm, 10:19pm,  
11:19pm  
February 15, 2:19pm, 3:19pm,  
4:19pm  
February 16, 6:19pm, 7:19pm,  
8:19pm  
February 20, 5:19pm, 6:19pm  
7:19pm  
February 25, 12:19pm, 1:19pm,  
2:19pm  
February 26, 5:19am, 6:19am, 7:19am  
March 1, 4:19pm, 5:19pm, 6:19pm  
March 3, 9:19pm, 10:19pm, 11:19pm  
March 7, 9:19pm, 10:19pm, 11:19pm  
March 14, 2:19pm, 3:19pm, 4:19pm

In this two part series, Pat Jones and Jeanette Pulliam Running Start Coordinators were the featured guests. Running Start is a special reading plan which is part of the Reading is Fundamental program. The program's discussion illustrated teacher and administrator involvement as well as the role parents should play to stimulate students in the reading plan known as running start. The discussion also talked about funding for future programs - provided by the Department of Education.

pg 8

Education - Vegetable Soup  
Duration/Dates/Times

28:30  
6:30a  
6:30a-7:00a  
January 6, 13, 20,, 27  
February 3, 10, 17, 24, 31  
March 3. 10, 17, 24,31

Descriptions

Vegetable Soup has a three fold 6a-purpose as its objective to reach children. It mixes January 6, language arts, social studies and career education so that youngsters can understand and function in the world around them. Literature appreciation, value systems, work ethics and cultural differences are creatively introduced to teach a lesson in each episode.

pg 2

Public service announcements are short duration announcements provided by local, state, and national, not-for-profit organizations which address a variety of subjects.

Education - PSA

Descriptions

:00

The group of announcements sponsored by St. Louis Magnet Schools show various educational opportunities available to children in the public school system. During the period January 1 - March 31, 1991, this PSA ran at 5:55am, 10:55am, 12:55pm, 1:57pm, 7:48pm, 9:57pm, 10:55pm.

:30

James Edward Olmos reprises his role as calculus teacher in the "Stand and Deliver" for this series of announcements looking to recruitment new teachers. During the period January 1 - March 31, 1991 this PSA ran daily at 5:57am, 10:56am, 11:48am, 12:55pm, 5:48pm,, 10:57pm, 11:57pm.

:60

This series of announcements sponsored by the United Negro College Fund reminds us that a mind is a terrible thing to waste. With contributions to the scholarship fund, dreams for our children won't die. During the period of January 1 - March 31, 1991 this PSA ran daily at 1:57am, 5:55am, 6:57am, 11:57am, 12:48pm, 2:55pm, 3:57pm.

pg 10

Youth Concerns - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30  
Part 2 4:30  
February 18, 5:19pm, 6:19pm,  
7:19pm  
February 19, 9:19pm, 10:19pm,  
11:19pm  
February 20, 11:19am, 12:19pm,  
1:19pm  
February 22, 11:19am, 12:19pm,  
1:19pm  
February 23, 6:19pm, 7:19pm,  
8:19pm  
February 24, 10:19am, 11:19am  
12:19pm  
February 25, 9:19pm, 10:19pm,  
11:19pm  
February 27, 3:19pm, 4:19pm,  
5:19pm  
February 28, 5:19am, 6:19am,  
7:19am  
March 4, 4:19am, 5:19am,  
6:19am  
March 3, 4:19am, 5:19am,  
6:19am  
March 9, 7:19am, 8:19am,  
9:19am

In this two part series, Donna Willis, educational coordinator of Clayton YWCA discusses various types of summer camps and criteria parents should use in choosing the best camp for their kids. She also discusses separation anxiety in small children that have never been away from home.

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
February 9, 5:19pm, 6:19pm  
February 11, 3:19pm, 4:19pm  
February 12, 6:19pm, 7:19pm  
February 14, 9:19am, 10:19am  
February 15, 9:19pm, 10:19pm

In this three part series, Martin Mathews, co founder of Mathews-Dickey Boys Club discusses the role model and mentorship options that are provided to kids in the North St. Louis area. He also talks about the sports activities and how those experience teach sportsmanship, sharing, team work and other life long learning skills. Mr. Mathews was also a part of the St. Louis contingent responsible for bringing some of the Olympic festival activities to St. Louis. He speaks about the economic benefits to North St. Louis via the various views that will be built to house the festivities.



pg 11

Youth Concerns - In Your Interest  
Duration/Dates/Times

Part 1 4:30  
Part 2 4:30  
February 3, 7:19pm, 8:19pm  
February 4, 10:19am, 11:19am  
February 5, 7:19pm, 8:19pm  
February 6, 1:19pm, 2:19pm  
February 7, 4:19pm, 5:19pm  
February 9, 10:19pm, 11:19pm  
February 12, 9:19am, 10:19am  
February 15, 9:19am, 10:19am  
February 16, 1:19pm, 2:19pm  
February 18, 10:19pm, 11:19pm  
February 28, 5:19pm,, 6:19pm

Descriptions

In this two part series Richard Martin director of the Children Performing Arts Academy was the featured guest. The program profiled Mr. Martin and the students he attracts to the institution. Mr. Martin told the story of how the school was brought into existence. Detail regarding Mr. Martin personal development as a youngster and professional dancer was also provided. Finally, the interview illustrated Mr. Martin's instruction as life preparation to prepare the students for life's challenges as well as entertainment career.